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2                   **ABSTRACT OF THE DISCLOSURE**

3   [0038] The present invention provides a system and method of facilitating electronic  
4   commerce that allows merchants and/or individuals to buy and sell products in a non-  
5   auction environment without establishing an individual web site. The present invention  
6   provides the buyer with real-time product availability information and immediate  
7   purchase consummation. Additionally, the present invention is capable of providing  
8   multiple buyers with a shopping party experience. The present invention generates a  
9   home show collection of products collection of products for display to each member of  
10   the shopping party. In one embodiment, each product in the collection is displayed  
11   individually and in a random order to allow each member of the shopping party to  
12   experience the feeling of shopping in a conventional store. The present invention is  
13   capable of displaying the home show collection according to a predetermined order  
14   designed to resemble the order in which the buyer(s) would encounter products on the  
15   shelves of a conventional store.